

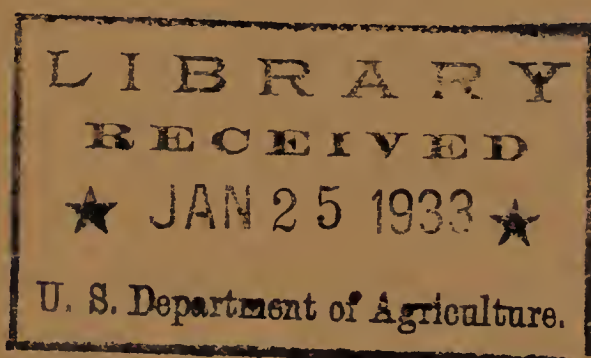
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# EXHIBITION DAHLIAS 1933



INTRODUCERS OF  
"CERTIFICATE OF MERIT"  
and  
"HONOR ROLL"  
DAHLIAS



RUSCHMOHR-DAHLIA GARDENS  
52 SOUTH KENSINGTON AVE.  
ROCKVILLE CENTRE, L. I.  
NEW YORK

GREENHOUSE	TELEPHONE
SO. CENTRE AVE. AT	ROCKVILLE CENTRE
SHELLBANK PLACE	6274

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**JOIN THE  
AMERICAN DAHLIA SOCIETY**

**We urgently request that if you are not a member of this great society to join immediately. Send \$2. to Mr. C. Louis Alling, Secretary, No. 198 Norton Street, New Haven, Connecticut, which entitles you to a bulletin which is published quarterly, filled with useful information on dahlia culture and will recompensate you many times for the money spent.**

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Greetings to our Dahlia Friends:

We have again demonstrated the quality of our stock by our records at the Dahlia shows we entered in 1932. There was no sweepstake prize offered in our class in the New York Show for 1932, but if there had been we would have won it as in 1930 and 1931. We took four firsts out of five in this class in addition to many firsts and seconds in other classes, including the largest and most perfect bloom in the open to all class.

In addition to our commercial exhibit at Rockville Centre, N. Y., we won five firsts out of seven in the competitive classes.

Every dahlia shown was cut from our ordinary field grown plants which were given no more care than is given by dahlia lovers generally.

We are successful because we grow the best possible stock, strong, healthy and unforced, which is the only kind that will produce blooms that win and roots that will winter. Bear in mind that blooms are grown from plants rather than from roots.

Look over our catalogue, make your selection, and order early, telling us just when to ship. All roots and plants are guaranteed to be healthy and true to name and will be cheerfully replaced if they prove otherwise. We can supply clumps on any of the varieties where we list the prices of roots. Kindly write us for price quotations on clumps.

We do not substitute unless requested. Remittances are to accompany all orders and we prepay postage for those orders of \$3.00 and over.

We have received a great deal of favorable comment on our method of shipping green plants, having mailed them successfully as far west as the Coast and can guarantee safe shipping wherever you may be in this country or Canada. Whether your order be large or small, you can be assured that it will have our personal attention.

We invite your correspondence which will be promptly answered.

Wishing you a prosperous New Year and a most successful Dahlia year, we are,

Cordially yours,  
RUSCHMOHR DAHLIA GARDENS

January 1, 1933.

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All abbreviations are as follows:

(P)	Peony
(I.C.)	Incurved Cactus
(R.C.)	Recurved or Straight Cactus
(S.C.)	Semi Cactus
(F.D.)	Formal Decorative
(I.D.)	Informal Decorative
(B.)	Ball

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\* For your information in making up your orders, we have marked with an \* those with which prizes were won in 1932.

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## OUR 1933 INTRODUCTIONS

True to our purpose to offer only those new varieties each year which are unusual and outstanding—we recommend for your trial these three new HONOR ROLL Dahlias. They will give satisfaction.

**Jane Dew (Dew-Ruschmohr) I.D.** A magnificent and eye-attracting flower on the order of Kathleen Norris—but varies enough to be interesting. Fine, true, clear pink. It will rank with the best of exhibition blooms.

Roots \$10.00

Plants \$5.00

**Pastel Glow (Artland-Ruschmohr) I.D.** The transparent dahlia; color, white with mallow purple reverse, which shows through, giving a glow of orchid-violet iridescence. Held against an artificial light, it is enchanting and alluring. Very large, flat, pointed petals. Good grower.

Roots \$10.00

Plants \$5.00

**The Sun (Dudley-Ruschmohr) S.C.** The new yellow named after the New York Sun, by its originator, and our good friend, Lynn B. Dudley. Received a lot of publicity, and many people have asked to see it. It is a bright, glowing sunlight yellow, which, when ripe, is of true sunburst form. Changes from informal decorative to semi-cactus as it ripens. Good keeper.

Plants only \$5.00

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## OTHER NEW INTRODUCTIONS

	Plants	Roots
<b>Adelade McFall (Rindfleisch) I.D.—</b> Chrome centre formal; outer rays informal with strong overlay of strawberry red.....	\$2.50	\$5.00
<b>Airmail (Kanouze) I.D.—</b> Light mallow purple	3.75	7.50
<b>Albatross (Reed) I.D.—</b> Pale yellow with pale lavender center.....	7.50	
<b>Alice Stellick (Rindfleisch-Dudley) I.D. —</b> Scarlet and white, bicolor.....	2.50	5.00
<b>Amelia Earhart (Cordes-Eastman) S.C. —</b> Combination of apricot buff with primrose at the base of each petal.....	7.50	
<b>American Legion (Nunviller) S.C. —</b> Very large yellow .....	5.00	
<b>Anna Eidelshiem (Lamb) I.D. —</b> Rhodamine purple, back of petals mallow pink.....	1.50	3.00
<b>Cameo (Fisher &amp; Masson) I.D.—</b> Coral Rose	5.00	
<b>Carolyn Thill (Fisher &amp; Masson) F.D.—</b> New shade, halfway between rose and chamois...	2.50	5.00
<b>*Chappaqua Alaska (Siebrecht) F.D. —</b> Pure white .....	2.50	5.00
<b>*Chappaqua Chieftain (Siebrecht) I.D.—</b> A bizarre, intriguing, bicolor of bronze and white .....	1.25	2.50
<b>City of Wellston (Blamer-Ruschmohr) F.D.—</b> Rhodamine purple with tones of tyrian rose	2.00	4.00
<b>Claire de Lune (Cordes) I.D.—</b> Deep yellow.....	2.50	5.00
<b>Colonial Dame (Viele &amp; Mendham) S.C.—</b> Clear lavender shading almost to a blue.....	5.00	
<b>*Edward Rindfleisch (Rindfleisch) F.D. —</b> Large red .....	2.50	5.00
<b>*Fanny Sandt (Viele &amp; Mendham) S.C.—</b> Intense rose pink.....	2.50	5.00
<b>Florence Louise (Ostrander) S.C.—</b> Citron yellow .....	6.00	
<b>Floyd Gibbons (Viele &amp; Mendham) I.D. —</b> Bright copper .....	2.50	5.00
<b>Full Moon (Reed) F.D.—</b> Large yellow.....	5.00	10.00
<b>*F. W. Church (Porter-Ruschmohr) I.D. —</b> Very delicate in tone, center pale rose purple and petals white tinted faintly.....	2.00	4.00
<b>Girl of Hillcrest (Scott) F.D.—</b> Bronze.....	2.50	5.00
<b>*Halloween (Siebrecht) I.D. —</b> Irresistible shades of glowing peach.....	3.75	7.50
<b>Hattie Shelton (Shelton) F.D. —</b> Rhodamine purple, long stems.....	2.00	4.00
<b>Hillcrest Mandarin (Scott) I.D. —</b> Oriental scarlet and golden yellow.....	5.00	
<b>Hillcrest Royalist (Scott) I.D. —</b> Burgundy wine red and background of violet.....	5.00	



	Plants	Roots
Janet Southwick (Chapman) I.D.—Deep tyr- ian rose .....	3.75	7.50
*Jean Keefer (Keefer) I.D.—Beautiful pink shading to silver and pastel mauve.....	2.50	5.00
Jerome Kern (Viele & Mendham) I.D.— Shrimp pink and old rose.....	7.50	
Jersey's Dainty (Waite) R.C.—White, quite attractive .....	5.00	
Jersey Majestic (Waite) I.D.—Salmon, old rose and gold.....	5.00	
*Jersey Melody (Waite) S.C.—Rich carmine red with silver reverse.....	2.50	5.00
. John Walker—B.—Pure white ball.....		1.00
Kentucky Red (White) I.D.—Large red.....	2.50	
*Lavender Beauty (Fischer & Masson) B.— Large lavender .....		1.50
Mary Ellen (Lollier) F.D.—Rose mauve.....	2.00	
*Mary Helen (Alling) B.—Canary yellow.....		1.00
*Meadowbrook (Bryenton-Ruschmohr) F.D.— Light mallow purple, edged mallow pink.....	2.50	5.00
Mrs. Gordon Trenery (Rindfleisch) I.D.— Purple .....	2.50	5.00
*Murphy's Masterpiece (Reed) F.D.—Very large red .....	3.75	
Myra Howard (Glutzbeck-Maytrott) I.D.— Ochreous orange .....	3.75	
Nellie Austin (Sanborn) I.D.—Peach red pet- als streaked with buff yellow.....	1.00	2.00
Palo Alto (Reed) S.C.—Bright salmon and tan combination .....	10.00	
Patricia Ann (Delbrugge-Ruschmohr) F.D.— Pure yellow blending into Alzerine pink.....	2.50	5.00
Pot o' Gold (Siebrecht) I.D.—Bright yellow...	5.00	
R. W. Rawlins—B.—Yellow ball.....		1.00
Royal White (Bruidegom) F.D.—Large white	2.50	
Ruby Taylor (Reed) I.D.—Carmine.....	7.50	
Sanko (Alling) S.C.—Orchid, lavender and silver .....	2.50	
*Satan (Ballay-Reed) S.C.—Flaming red and gold .....	7.50	
Sonny Masson (Viele & Mendham) F.D.— Bright scarlet with gold reverse.....	2.50	5.00
Strongheart (Reed) F.D.—Golden orange shading to amber.....	5.00	10.00
The Commodore (Scott) F.D.—Large yellow	2.50	5.00
The Duchess (Stredwick) F.D.—The three color, variegated flesh, white and yellow.....	3.75	

	Plants	Roots
Watchung Smoke (Smith)—Pink flushed silver gray .....	2.50	
White Wonder (Kemp) I.D.—The white Fort Monmouth .....	7.50	
William J. Rathgeber (Parrella) I.D.—Tyrian rose .....	5.00	

## STANDARD INTRODUCTIONS

Achievement (Reed-Ballay) I.D. — Gold and old rose .....	2.50	
Ambassador (Bromall) R.C.—Soft yellow buff, shaded salmon pink.....		.50
*American Triumph (Nuneviller) I.C.—Bright oriental red .....		1.00
*Andrea Ericson (Fisher & Masson) I.D. — White .....	2.00	4.00
Bertha McLeod (Kemp) I.D.—Lemon chrome effect .....		1.50
Buckeye Bride (Peck) F.D.—Geranium pink...	1.00	2.00
Buckeye Flame (Peck) F.D.—Flame.....	1.50	3.00
Celeste (Reed) F.D.—Rose pink.....	2.00	4.00
Champoeg (Crites-Kemp) F.D.—Waxy canary yellow, shading to salmon pink.....	2.50	5.00
Chas. G. Reed (Ballay) F.D.—Purple red.....	1.50	3.00
Coquette (Fisher & Masson) F.D.—Red and gold .....		1.00
David Warfield—B.—Red .....		.50
Dwight W. Morrow (Maytrott) F.D.—Crimson red .....	2.50	5.00
*Eagle Rock Fantasy (Bromall-Reed) I.D.—Clear mallow pink of great size and depth...	3.75	7.50
Eagle Rock Gem (Bromall-Reed) R.C.—Yellow shaded pink.....	1.00	2.00
Edward Thomas Bedford (Fisher & Masson) I.D.—Deep purple .....	1.00	2.00
Emanuel's Beauty (Mendoza) F.D.—Red and gold .....	1.00	
Fort Monmouth (Kemp) I.D.—Rich claret.....		1.50
*F. W. Butler (Boston) F.D.—Gold overlaid brownish red .....	2.00	4.00
F. W. Fellows (Stredwick) I.C. — Orange scarlet .....		.50
Frances Amherst Johnson (Fisher & Masson) I.D.—Pink .....	1.00	
Frau Bracht (Danker) S.C. — Light salmon yellow .....	1.00	2.00

	Plants	Roots
Galli Curci—I.D.—Brilliant salmon and orange .....		1.00
*Golden Goblin (Goodacre) F.D.—Rich golden ochra .....	1.50	3.00
*Golden Harvest (Reed) S.C.—Sulphur yellow .....	1.25	2.50
Golden Sceptre (Kemp) I.D.—Clear picric yellow .....	1.00	2.00
Grace Curling—F.D.—Lavender .....		1.25
Graf Zeppelin (Nolet) F.D.—Pure waxy white .....	1.25	2.50
Gungywamp (Newberry-Fraser) F.D.—Bittersweet orange, with yellow suffusion.....	1.50	3.00
Ivory (Boston) I.D.—Ivory white.....	1.25	2.50
Jane Cowl (Downs) I.D.—Apricot.....		.75
*Jean Trimbee (Waite) S.C.—Large purple.....	2.00	4.00
J. D. Torbert (Eastman) I.D.—Peach pink.....	2.00	4.00
Jersey Beauty (Waite) F.D.—Pink.....		.50
Jersey Ideal (Waite) I.D.—Lavender.....		.50
Jersey Jewel (Waite) I.D.—Light pink.....		.50
*Jersey Triumph (Waite) F.D.—Copper.....	1.25	2.50
Jim Moore (Loller) I.D.—Primrose yellow shaded golden salmon.....	1.00	2.00
*Josephine G. (Grosscross-Ruschmohr) S.C.—True rose pink petals tipped pinaud yellow. Unusual bloom formation.....	1.00	2.00
June Fellows (Fellows) F.D.—Pink lavender .....		1.50
Karl Bonawitz (Maytrott) S.C.—Brilliant velvet carmine .....	2.00	4.00
*Kathleen Norris (Fisher & Masson) I.D.—Rose pink .....	1.00	2.00
Kaweah (Meusindorffer) F.D.—Clear deep rose, cerise pink.....	7.50	15.00
Kemp's Violet Wonder (Kemp) I.D.—Violet .....		1.00
King Midas (Peacock) I.D.—Yellow.....		1.50
*Maude Adams—B.—White and lilac suffused .....		.50
*Monmouth Champion (Kemp) F.D.—Xanthine orange .....	1.50	3.00
Mrs. A. B. Seal (Seal) F.D.—Violet rose.....		1.00
Mrs. Ide Ver Warner (Marean) F.D.—Lilac rose .....		.50
*New Glory (Trostle) S.C.—Variegated ox-heart blood and white.....	1.00	2.00
Northwest Pride (Lee)—Old rose shading salmon .....	2.00	4.00
Olive Robinson—R.C.—Pink and white.....	1.00	2.00
*Omar Khayyam (Stout-Maytrott) F.D.—Chinese red shading to bright orange.....	2.00	4.00
Orinda (Newberry-Fraser) F.D.—Silvery mauve pink .....	1.25	2.50



	Plants	Roots
*Poinsettia (Rindfleisch) S.C.—Scarlet.....	1.00	2.00
Pride of Fort Morgan (Curry) F.D.—Dark red .....		1.00
Prince of Persia (Newsome) I.D.—Bright red	3.75	7.50
Prince Regent (Lyndora) I.D.—Clear salmon, buff shading to clear gold at center.....	2.00	4.00
*Rose Fallon (Harding) F.D.—Copper.....		.50
Sanhican Beauty (Fisher & Masson) F.D.—Rose .....		1.00
*Sara (Rieder) F.D.—Red and buff.....	2.00	4.00
*Sharazard (Newsome) I.D.—Deep pink, large and sturdy .....	3.75	7.50
*Shawnee's Prince (Viele & Mendham) F.D.—Pale yellow, tips darker yellow.....	1.00	2.00
Snowcap (Fraser) F.D.—Pure white.....	2.00	4.00
*Star of Bethlehem (Nolet) S.C.—Pure white pointed petals .....	1.00	2.00
Sullox (Kennedy) F.D.—Yellow.....	2.00	4.00
Supt. Amerthyn—B.—Lavender.....		.75
Tang (Downs) I.D.—Orange flame with gold shadings, tan reverse.....	2.50	5.00
The Nugget—B.—Gold.....		.75
The World (Maytrott) F.D.—Rosy magenta and silver .....		1.00
Thos. A. Edison (Maytrott) F.D.—Purple.....	1.00	2.00
Treasure Island (Maytrott) F.D.—Apricot gold and rose.....		.75
Varid (Boston) I.D.—Variegated tan mixed with white .....	1.00	2.00
Watchung Maroon (Smith) F.D.—Maroon.....	1.25	2.50
Watchung Sunset (Smith) I.D.—Pink.....	1.50	3.00
Watchung Wonder (Smith) I.D.—Red and gold .....	1.25	2.50
W. H. T. (McCarrol) F.D.—Old rose.....	1.00	2.00
*Will Rogers (Eastman) F.D.—Clear silvery lavender .....	2.00	4.00

## POM PONS

	Roots
*Aime—Bronze and apricot.....	.25
Amber Queen—Amber shade apricot.....	.25
Anna Von Scherwin—Shell pink.....	.35
*Atom—Orange .....	.25
*Belle of Springfield—Red.....	.35
Brunette—Dark red.....	.25
Clara Harsh—Yellow tipped crimson.....	.25
Clarissa—Primrose .....	.25

	Plants	Roots
Dee Dee—Pale lilac.....		.25
Dixie—Dark red.....		.35
Douglas Tucker—Golden yellow with crimson center .....		.35
*Elizabeth—Golden yellow edged brown red.....		.25
Ernest Harper—Coral red.....		.35
Etta—Crimson with deep white edges.....		.25
Ganymede—Fawn suffused pink.....		.25
Goldilocks—Pure gold.....		.25
Honey—Pale yellow with suffusion of red.....	.50	.75
Jessica—Yellow tipped red.....		.35
*Joe Fette—White.....		.25
*Johnny—Dark red.....		.35
Kitty Barrett—Golden yellow, edge reddish purple .....		.35
Kleine Domitea—Amber.....		.25
Lassie—Yellow tipped rose.....		.35
Leader—Yellow tipped lavender.....		.25
Little Beauty—Bright orange.....		.35
Little Jennie—Primrose yellow.....		.25
Margy—Flaming red.....		.35
*Mike—Burnt orange.....		.35
Nellie Fraser—Light ground edged pink.....		.35
*Nerrissa—Soft pink tint silver.....	.50	.75
Pride—Deep rich red.....		.25
Routhout—Red .....		.35
Sonny—Bronze (Plants only).....	.75	
Sunset—Bright orange.....		.25
Tom Thumb—Garnet red.....		.35
Youngster—Autumnal .....		.50

## ANENOMES, COLLARETTES, MINIATURES, ORCHIDS, PEONIES & SINGLES

Ada Finch—A—Creamy white.....	\$ .50	
Aime Baralett—M—Red.....	.50	\$ .75
Eckford Century—S—Pink .....	.35	
Geant de Lyon—C—Carmine and cream.....	.50	
Innocence—O—Cream .....	.50	.75
*Little Jewel—M—Peach blossom pink.....	.35	
*Mavis—O—Lilac, reddish purple reverse.....	.50	.75
*Mt. Whitney Sunset—M—Amber.....	1.00	2.00
Newport Wonder—S—Rose pink and gold.....	.35	
*Prince of Bulgaria—S—Red and white varie- gated .....	.50	.75
Yellow Century—S—Yellow .....		.50

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### The Most Liberal Offer We Have Ever Known:

On an order for \$5.00 we will send you premium roots or plants, our selection, listed at \$1.00.

On an order for \$10.00 we will send you premium roots or plants, our selection, listed at \$2.50.

On an order for \$15.00 we will send you premium roots or plants, our selection, listed at \$4.50.

On an order for \$20.00 we will send you premium roots or plants, our selection, listed at \$6.50.

On an order for \$25.00 we will send you premium roots or plants, our selection, listed at \$8.50.

Send us a list of the varieties you already have so premiums will not be duplicated.

On an order for more than \$25.00 you may select your own premiums to the amount of 33 $\frac{1}{3}$ % of your order.

We are offering from our surplus stock the following collections of mixed varieties, no two alike:

6 Plants, not labelled.....	\$3.00
12 Plants, labelled .....	7.50

NOTE: We do not propagate plants of the larger size dahlias unless they retail for at least \$1.00 per plant.

12 Roots, not labelled.....	\$ 5.00
12 Roots, labelled .....	7.50
12 Roots, labelled .....	12.00

You are guaranteed your money's worth in the above collections.

We are members of National Association of Commercial Dahlia Growers which is composed of reputable and financially responsible Dahlia growers and dealers. This emblem in the advertisement of a Dahlia grower signifies his membership in the Association. It stands for Integrity, Reliability and a Square Deal in every particular. You need have no hesitancy in dealing with any member of the National Association of Commercial Dahlia Growers.





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## DIRECTIONS FOR THE GROWING AND CULTIVATION OF EXHIBITION DAHLIAS

**Time** — The proper time to plant dahlias for exhibition purposes in this climate is about the tenth of June. Of course, if one is not depending upon the shows, they can be planted as soon as the frost is over. In this climate we advise a succession of planting from May 15 to July 1.

**Preparing Soil** — About one week or ten days before planting, spade your garden and leave it in the rough, then broadcast into soil to every 100 sq. ft. or to approximately ten dahlia hills 5 lbs. raw bonemeal mixed with 2 lbs. of muriate or sulphate potash which should be raked into the soil thoroughly.

**Planting of Roots** — Plant about 6 inches deep, no more, laying root flat on its side with eye facing upward. Fill hole only halfway to top and as sprout grows gradually fill in.

**Planting of Green Plants** — As plants are received, remove cartons and leave in pot. Soak them in shallow water for a few minutes in order to freshen plant after its journey through the mail. Set out plants in late afternoon or on a cloudy day, removing pot from plant. Make sure that plant is planted deep enough and if the following day should be hot and sunny, suggest shading plant with a peach basket during the heat of the day. Fill hole gradually with dirt as plant grows.

**Cultivation** — Keep soil well pulverized and suggest cultivation about 24 hours after rainfall, in order to keep the soil from becoming baked. This is very important and should there be lack of rain, suggest weekly cultivations. Discontinue all cultivating after August 15, as roots have a tendency to come to top and will be disturbed by continuous cultivating.

**Watering** — Unless weather is very dry, dahlias will need no water until they commence to bloom. Then water thoroughly, soak the ground every week or ten days as needed.

**Insects** — Can usually be controlled by spraying weekly with a good insecticide. Even though plants appear to be clean and healthy, a weekly spray will act as a preventive. When you find a flower is being eaten or a stem drooping, make a search and you will be sure to find the troublesome pest, and kill it.

**Disbudding and Disbranching** — To get large flowers on long stems it is very necessary to disbud and disbranch. When plants come up leave only one stalk. After three sets of leave appear, pinch out the crown or center. In a short time a top pair of laterals will make themselves evident which eventually will be a branch of the dahlia bush. When the buds appear, leave only one of the three

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buds that usually come in a cluster, pinching out the side two. New branches will appear in the form of laterals between the leaves and the stalk. These should also be pinched out and it is well to pinch out three sets of laterals below the remaining bud. This will keep your plant low and bushy and you will have many flowers on long stems from branches below which will develop rapidly.

**Fertilization** — When buds appear, which is usually about the 20th to the 25th of August, it is well to give them a top dressing of fertilizer and we suggest at this time 1½ lbs. of bonemeal flour, 1½ lbs. of animal tankage and 1 lb. of muriate of potash or sulphate of potash. Mix well and broadcast not closer than 6 inches nor more than 18 inches from the stalk. The foregoing formula is sufficient for one application to ten hills.

**Cut Flowers** — Dahlias should be cut in the early morning or in the evening after sundown. After flowers are cut dip stems into hot water (about boiling) for one or two minutes. Then place in deep cold water in a cellar for a few hours to freshen. Flowers then may be ready to ship by packing in strong corrugated boxes, laid out in florists tissue paper. It might be well to fold up newspapers to act as a pillow for the large blooms to rest on in order to avoid bruising.

**Storage** — After the black frost has killed the dahlias, cut the tops at the ground and dig them carefully with a good fork, being careful not to strain the necks of the roots. Cut stalk within 2 inches of crown and allow clumps to dry out in the sun three or four hours before placing into barrels or boxes. Suggest that clumps be placed in inverted position while drying, in order that water in stems will drain out. It is well to allow soil to cling to clumps to prevent root necks from breaking and excessive drying of tubers. A good potato cellar is very desirable as a storage bin for dahlias. If this is not available, keep them as far as possible from the heater and in a space where the temperature will not go below 40 degrees nor above 55 degrees.

**Preparing Soil for Next Year** — After roots have been dug spade the garden and plant winter rye. If your soil has a tendency to be acid would broadcast lime stone over it. The spreading of cow manure over the winter rye will also be very beneficial. Turn rye over just before it goes into stalk which in this climate is usually about the first week in May.





